

North-West Eau Claire *Build Wisconsin* Regional Workshop Small Group Record

Small Group _____Blue_____ (color)

Facilitator _____Sue Gleason_____

Recorder-Reporter _____Craig Carlson_____

Top 10 responses to the question: “What can the State do to foster economic growth in your region?”

Priority response #1 (votes: _9_)

Make education and training of the workforce a priority.

Priority response #2 (votes: __8_)

Have systems/processes in the UW system and private sector for tech. Transfer – and between the two.

Priority response #3 (votes: _8__)

Have coordinated and staffed effort to capture more federal \$\$ and tell local area what things they should/could go after.

Priority response #4 (votes: _8)

Develop 4 year engineering program (all facets on engineering) in the region.

Priority response #5 (votes: __6_)

Work with local govt. To provide investment/incentives/job credits to attract higher-paying jobs (over \$10-12 per hour)

Priority response #6 (votes: __6_)

Accessible venture capital for all regions (tap into MN resources).

Priority response #7 (votes: __5_)

Develop revolving loan fund for new business in technology – feed money in on a schedule in early years of the business to help sustain it..

Priority response #8 (votes: __5_)

Affordable health insurance for small businesses.

Priority response #9 (votes: _4_)

Assistance and strategic marketing efforts to be about telling people about our hidden treasure (reach beyond the US borders).

Priority response #10 (votes: _2_)

Develop “best practices” and ways to share information on economic development partnerships.

“Actions Necessary to Achieve our Ideas” Exercise

“If we want to accomplish this [priority issue #1], what does “the State” (as defined earlier) have to do now?”

Priority Issue #1 Make education and training of the workforce a priority.

Responses to the question: “If we want to accomplish this [priority issue], what does “the State” (as defined earlier) have to do now?”

1. Scholarships for technology focused on education/training.
2. Incentives for student internships – for business/students/ schools
3. Target minority/female populations for training/education
4. Identify existing programs
 - [provide info to businesses
 - market availability
 - technology networking
 - coordinate for maximum resources and then usage
5. Target workforce programs with needed education/training resources
6. Include entrepreneurial education/training activities (coordinate with small business training)
7. Include basic skills programs – GED, HSED, ESL – must be able to read and write English
8. Figure out a way to addresses remedial needs and retaining efforts of adults.

Priority Issue #2 Have systems/processes in the UW system and private sector for tech. Transfer – and between the two.

1. Expand models such as WARF – WYSIS and incubator system – increase public awareness – effective marketing
 2. Change culture towards entrepreneurial environment.
 3. Maximize state staff knowledge in Commerce
 4. Develop system to reduce duplication – common database
 5. Facilitate discussions between “guy in the garage” and the UW system/tech colleges (example of the 880 radio show and people calling in with business ideas)
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Priority Issue #3 Have coordinated and staffed effort to capture more federal \$\$ and tell local area what things they should/could go after.

1. Create self-sustaining program for securing \$\$ for regions
2. .prepare applications
3. federal, state foundations included,
4. have ways to prioritize
5. collaborative model
6. involve RPCs
7. Adequately staff the effort
8. Show results – ROI
9. Locate/house this somewhere, DOA, Independent, etc.

Priority Issue #4 Develop 4 year engineering program (all facets on engineering) in the region

1. Form linkages among 4 year institutions for articulation agreements
 - Identify gaps
 - Inventory existing resources
 - Use distance education and alternative system
2. Expand beyond WI to partner on graduate level program
3. Prioritize
 - Electrical
 - Civil
 - Plastics
 - Info systems
4. Decentralize the UW-Madison

Priority Issue #5 Work with local govt. To provide investment/incentives/job credits to attract higher-paying jobs (over \$10-12 per hour)

1. Incentives to get higher paying
 - Reward cities and towns that attract higher paying jobs – best practice model
 - Look at capital investments – not # of jobs – community, commitment, quality

Priority Issue #5 Accessible venture capital for all regions (tap into MN resources).

2. Access Minnesota markets – capital